MULTIMEDIA UNIVERSITY

STUDENT ID NO

TABLE NO. _____

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DIS5211 – MANAGEMENT INFORMATION SYSTEMS

(For Diploma students only)

Question	Marks
Section A	
Section B. Q1	
Section B. Q2	
Section B. Q3	
Total 50 Marks (50%)	

13th March 2020
9.00 am. – 11.00 am.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 6 pages only excluding the cover page with two sections, SECTION A and SECTION B.

2. Attempt all the questions in SECTION A and SECTION B. The distribution of the marks for each question is given.

3. Please print all your answers **clearly** and **neatly** in the specified **ANSWER BOX** provided for each question.

SECTION A: 20 Multiple Choice Questions (20 marks)

*Instruction: Print your answers in the **ANSWER BOX** provided for each question.*

1) An activity of information system which converts raw data to meaningful form, is called _____.
   A. capturing
   B. processing
   C. input
   D. infrastructure

2) People like secretaries and clerks who assist with scheduling and communications at all level of the firm. They are known as _____.
   A. senior management
   B. knowledge workers
   C. production workers
   D. data workers

3) Which of the following describes the jobs of senior management level in an organisation?
   A. Delivers the product
   B. Implements plans and monitors the daily activities of the firm
   C. Makes long-range strategic decisions
   D. Assists with product scheduling

4) Which of the following is NOT a strategic business objectives?
   A. Survival
   B. Operational excellence
   C. Collection of raw data
   D. Customer and supplier intimacy

5) After Citibank introduced the first ATMs to attract customers through higher service levels, its competitors rushed to provide ATMs to their customers to keep up with Citibank. Which of the following business objectives that the competitors intended to achieve?
   A. survival
   B. customer and supplier intimacy
   C. operational excellence
   D. improved decision making

6) Intimacy between organization and suppliers is vital as it can _____.
   A. increase cost.
   B. lower costs.
   C. initiate competition.
   D. produce new products.

7) Which of the following is considered as knowledge workers?
   A. Secretary
   B. Clerk
   C. Product designers
   D. General worker

Continued...

8) The type of decision that can made by following a definite procedure is called a(n):
   A. structured decision.
   B. semistructured decision.
   C. unstructured decision.
   D. ad hoc decision

9) Which type of decision is most common at higher levels of management?
   A. structured decision.
   B. semistructured decision.
   C. unstructured decision.
   D. ad hoc decision

10) _____ helps local governments calculate response times to natural disasters.
   A. Neural network
   B. Decision support system
   C. Geographic information system
   D. Intelligent agent

11) Knowledge that resides in the minds of employees that has not been documented is called:
   A. tacit knowledge.
   B. organizational memory.
   C. standard operating procedures.
   D. corporate culture.

12) _____ provide tools for management, delivery, tracking, and assessment of employee training.
   A. Learning management systems
   B. Transaction processing systems
   C. Intelligent techniques
   D. Enterprise-wide knowledge management systems

13) Data mining is a technique used for _____.
   A. transaction processing system
   B. knowledge discovery
   C. automating tasks
   D. normalisation

14) Which of the following industries has the highest barrier to entry?
   A. Restaurant
   B. Laundry
   C. Computer chip
   D. Barber shop

15) Business processes are collections of:
   A. informal practices and behaviors.
   B. formalized and documented practices.
   C. routines.
   D. rights and privileges

Continued...

16) A firm can exercise greater control over its suppliers by having:
A. more suppliers.
B. fewer suppliers.
C. global suppliers.
D. local suppliers.

17) Which of the following impacts of information systems on organisations is TRUE?
A. IT increases agency costs
B. IT flattens organisations
C. IT increases transaction costs
D. IT maintains an organisation's structure, culture, politics, and work

18) The FIVE major variables in project management are:
A. scope, time, cost, and performance.
B. time, cost, scope, and performance.
C. time, cost, quality, performance, and risk.
D. scope, time, cost, quality, and risk.

19) _____ is a massive datasets collected from social media, online and in-store customer data.
A. Domain Name Services
B. Big Data
C. Virtualization
D. Authentication

20) What type of information systems are used by researchers, designers, architects, scientists and engineers in their work processes?
A. Knowledge network systems
B. Knowledge work systems
C. Digital asset management systems
D. Learning management systems

SECTION B: 3 Structured Questions (30 marks)

*Instruction: Print your answers in the **ANSWER BOX** provided for each question.*

Question 1

a) Describe the THREE dimensions of an information system. (6 marks)

b) Describe the characteristics of Executive Support System (ESS). (4 marks)

Question 2

a) According to Michael Porter's competitive model, There are five competitive forces that shape the fate of any firm. Identify and briefly explain these five forces. (5 marks)

b) Briefly explain and give **ONE** example for **EACH** term:
   i. E-commerce (2.5 marks)
   ii. E-government (2.5 marks)

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Question 3

a) Briefly explain the following planning tools :

i. Gantt chart (2 marks)

ii. PERT chart (2 marks)

b) Briefly explain the SIX core activities in the systems development process. (6 marks)

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